



Bridging the Gap.....to the world

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"Globalization is shifting from a competitive advantage to a *survival tactic* for virtually all companies who produce software. Being international-ready at all levels of their technology investment (process, code, tools, training, sales, service, support) is becoming a condition of being in the market.

Yet, these very companies have three serious challenges they must attack in order to survive:

1. Finding a manageable process to rapidly re-engineer their software to an acceptable (not perfect) internationalization level with minimal impact to the ongoing software enhancement and maintenance cycle required to stay functionally competitive;
2. Sustaining the process over time so that every line of new or changed code, written by anyone in their company, firmly adheres to the required design methodology, with comprehensive defect isolation prior to Global Verification Test entry, and
3. Finding a way to have translated text in their software, yet minimizing or eliminating the traditional, time-consuming, expensive, defect-prone translation process model used today: the *do-it-after-coding* approach.

Xavier will discuss these timely issues facing most software developers and publishers, and will project ideas that can and must occur in the future if the industry is to meet the aggressive needs of a single global marketplace.